

A.M. Best Assigns Ratings to AmFirst Insurance Company

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A.M. Best Co. has assigned a financial strength rating (FSR) of B+ (Good) and an issuer credit rating (ICR) of "bbb-" to **AmFirst Insurance Company** (AmFirst) (Oklahoma City, OK). The outlook assigned to both ratings is stable.

The ratings reflect AmFirst's niche market focus in selling its group medical gap and association dental coverages. These products continue to produce good profit margins, which have helped AmFirst to grow its capital and surplus position. The company's relationships with certain other larger insurers has enabled it to expand into additional territories, have access to new business opportunities and help keep its expense structure at acceptable levels.

Being a young and growing company, AmFirst faces challenges on profitably building its book of business while keeping its expense levels in line and not encountering servicing issues. Given its modest capitalization level, it does not have a large margin for error. While the company is actively looking to write business in new states through its relationships with other insurers and on a direct basis, AmFirst currently has concentrated its book of business in Mississippi. This concentration exposes the company to potential economic, regulatory and competitive challenges.

For Best's Ratings, an overview of the rating process and rating methodologies, please visit [Best's Rating Center](#).

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